

# Fashion Calendar 1947

JANUARY

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## FASHION CALENDAR

**NOTE:** Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

SPECIAL ANNOUNCEMENT  
WATCH FOR OUR FASHION JOB PAGE NEXT WEEK!  
 If you have a fashion job to give--  
 If you have a fashion job to get--  
 Contact the FASHION CALENDAR  
 EL. 5-3693 or EL. 5-3998

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, SEPTEMBER 5, 1947</u>			
<u>PRESS OPENINGS: FALL AND WINTER CUSTOM-ORDER COLLECTIONS</u>			
PREVIEWS OF CUSTOM-ORDER FALL COLLECTIONS ARE FOR MEMBERS OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED.			
Friday Sept. 5	<u>MAINBOCHER</u> At 3:00 P.M.	6 EAST 57TH ST.	PUBL.: ELEANOR LAMBERT PL. 5-8580
Monday Sept. 8	<u>HATTIE CARNEGIE</u> At <del>2:30</del> 3:00 P.M.	42 EAST 49TH ST.	PUBL.: JOSEPHINE HUGHES WI. 2-2600
Tuesday Sept. 9	<u>ELIZABETH ARDEN</u> At 3:00 P.M. -- Designed by Castillo	691 FIFTH AVE.	PUBL.: KAY INGLIS-JONES PL. 3-3410
Wednesday Sept. 10	<u>STEIN &amp; BLAINE</u> At 2:30 P.M.	15 WEST 57TH ST.	PUBL.: ELEANOR LAMBERT PL. 5-8580
Thursday Sept. 11	<u>BONWIT TELLER</u> At 11:00 A.M.	721 FIFTH AVE.	PUBL.: MARY SHANNON EL. 5-6800
Thursday Sept. 11	<u>OLDRIC ROYCE</u> At 3:00 P.M.	16 EAST 52ND ST.	PUBL.: ELIZABETH MAHER EL. 5-4248 ASSOCIATES

Friday Sept. 5	FASHION SHOWING BY TELEVISION	SWIFT & COMPANY	WNBT CHANNEL 4
1:00 P.M.-	"Eye for Fashion" -- featuring Ceil Chapman's original cocktail gown, and "Around the Clock" with Kislay Gloves. Producer: Lee Cooley, McCann-Erickson. Fashion Coordinator: Lucille Hudiburg, EL. 5-3508. For tickets, contact: CI. 7-8300.		
1:30 P.M.			
Saturday Sept. 6	"ALL GIRLS' CLUB" TEEN-AGE SHOW	NAMM'S BROOKLYN	3RD FLOOR
10:30 A.M.	Fall and Winter fashions showing the new and dressier look for teens. Open to public. Publicity: Rose Mendelson, TR. 5-5700, Ext. 76.		
Saturday Sept. 6	"CALLING-ALL-GIRLS" FASHION SHOWING	GIMBEL BROTHERS	5TH FLOOR
11:00 A.M.	Gimbel's Saturday fashion show of teen-age apparel. Open to public. Publicity: Jane Daily, PE. 6-5100, Ext. 600.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, SEPTEMBER 8, 1947</u>			
Monday Sept. 8 1:00 P.M. Luncheon	LUNCHEON SHOWING OF NEW FALL FASHIONS Martha will present new sportswear, coats, daytime and evening suits and dresses. Press by invitation. Public by reservation. For reservations, contact PL. 3-4500, Ext. 123. Contact Mrs. Martha Phillips, PL. 3-5625. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	MARTHA (501 MADISON AVE.)	ST. REGIS HOTEL ROOF
Sept. 8	HATTIE CARNEGIE'S FALL COLLECTION FOR THE PRESS AT <del>2:30</del> P.M. (See Page 1) 3:00		
Sept. 8	TENTH ANNUAL FALL FASHION EXPOSITION (Neiman-Marcus, Dallas)		
Monday Sept. 8- Sept. 13	HAIR STYLES SHOWN IN EXHIBITION Old fashions in coiffures, which find themselves repeated in the modern trend, will be shown in a collection of plates and books from the Traphagen Library. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Week Of Sept. 8	ADVANCE SPRING OPENING OF GUILD SHOE LINES Five groups of shoes will be featured during this Guild Week: (1) The first showing of resort footwear; (2) The first advance Spring shoes; (3) Dinner and evening shoes for holiday selling; (4) Size-ups of Fall's best selling numbers; (5) Boudoir styles for Christmas selling. The shoes purchased will be for November and December delivery. The member firms of The Guild of Better Shoe Manufacturers are: Cangemi, Inc., Thos. Cort Ltd.; Fox Shoe Mfg. Corp.; Jerro Bros.; Mackey-Starr, Inc.; John Marino; I. Miller & Sons, Inc.; Newton Elkin Shoe Co. (Pandora); Palter DeLiso, Inc.; Schwartz & Benjamin, Inc. (Customcraft Originals); Setroy, Inc. (Seymour Troy Originals); Van Arden, Inc.; Reual, Inc.; M. Wolf's Sons, Inc. (Lupine); Morris Wolock Co.; Zuckerman & Fox, Inc. Contact: Kate Goldstein Kamen, Exec. Secy. 875 Fifth Avenue., RE. 4-4388.		
Monday Sept. 8- Sept. 30	ACCESSORY FASHION SHOW ON TOUR Ann R. Silver's copyrighted "Accessograph" show featuring Aris Gloves, Glentex Scarfs, Criterion Belts and Coro Jewelry will be presented to store audiences in Kansas City, Toledo, Cleveland, Pittsburgh and Baltimore. Publicity: Ann R. Silver Associates, MU. 2-8633.	ANN R. SILVER ASSOCIATES	FIVE U. S. CITIES
Tuesday Sept. 9 9:30 A.M. Breakfast	BREAKFAST PREVIEW: PALM BEACH COLLECTION Press breakfast and preview of Earl Luick's new Palm Beach and early Spring collection for Anna Miller. Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	ANNA MILLER	498 SEVENTH AVENUE SHOWROOM
Tuesday Sept. 9 11:00 A.M.	PRESS SHOWING OF CUSTOM-MADE MILLINERY Premiere showing for the press of custom-made millinery and accessories to mark the formal opening of the new fashion house of Omie Moncé. Attendance by invitation only. Publicity: Ilka Dickinson, CI. 6-4340.	OMIE MONCÉ	600 MADISON AVENUE SALON
Sept. 9	ELIZABETH ARDEN'S FALL COLLECTION FOR THE PRESS AT 3:00 P.M. (See Page 1)		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 9 4:00 P.M. Cocktails	PRESS PREVIEW OF TEEN-AGE MOVIE The Simplicity Pattern Company will preview a new educational film, designed for the teen-age market, to be shown to 4-H Clubs and clothing students in sewing classes throughout the country. Attendance by invitation only. Contact: Kathryn Wilson, Simplicity, AS. 4-7570.	SIMPLICITY PATTERN CO.	MONTE CARLO PREVIEW ROOM
Wednesday Sept. 10 11:00 A.M.	PRESS SHOWING OF FALL COLLECTION Opening of the new House of Henry à La Pensée, Inc., and advance showing of the Fall Collection to the press, 2nd Floor Salon. Attendance by invitation only. Publicity: Ilka Dickinson, CI. 6-4340.	HENRY À LA PENSÉE, INC.	8 EAST 54TH STREET
Wednesday Sept. 10 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOWING Resumption of the Wednesday luncheon fashion shows for the 1947-48 season at the Waldorf, with new fashions for Fall by Arnold Constable. Press by invitation. Public by reservation. For reservations, contact "Frank", headwaiter, EL. 5-3000. Arnold Constable Publicity: Hazel Stewart, CA. 5-2300. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday Sept. 10 1:00 P.M. Luncheon	CUSTOM-MADE FASHIONS AT LUNCHEON SHOWING Showing of new custom-order fashions by D'Laurence Roth during luncheon. Press by invitation. Public by reservation. For reservations, contact "Jack", Cotillion Room headwaiter, RE. 4-5900. Contact: BR. 9-0752. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644.	D'LAURENCE ROTH (30 CENTRAL PARK SO.)	HOTEL PIERRE COTILLION ROOM
Sept. 10	STEIN & BLAINE'S FALL COLLECTION FOR THE PRESS AT 2:30 P.M. (See Page 1)		
Wednesday Sept. 10 2:30 P.M.	HEIM "JEUNES FILLES" FASHION PRESENTATION A complete collection of dresses, coats, suits and hats created for the American girl by the French couturier, Jacques Heim, and reproduced by American manufacturers. Open to public. Publicity for Heim "Jeunes Filles": Ann Roberts, CI. 6-4340. B. Altman Publicity: MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR
Sept. 11	BONWIT TELLER'S FALL COLLECTION FOR THE PRESS AT 11:00 A.M. (See Page 1)		
Thursday Sept. 11 12:15 P.M. Luncheon	MEATMASTER LUNCHEON: PRESTO PREVIEW The National Pressure Cooker Company will introduce the first pressure cooker designed especially for cooking meats--the new "Presto Meatmaster". Attendance by invitation only. Publicity: S. Richard Stern, Helen Kemp, CH. 4-8535. Contact: Marion Allen, 521 Fifth Avenue, MU. 2-2363.	NATIONAL PRESSURE COOKER COMPANY	HOTEL PIERRE COTILLION ROOM
Thursday Sept. 11 1:00 P.M. Luncheon	NEW WOOL FASHIONS AT LUNCHEON SHOW Presentation of knitted fashions for Fall by the Int'l Wool Secretariat, to be featured by Peck & Peck. Press by invitation. Public by reservation. Publicity Int'l Wool Secretariat: June Hamilton Rhodes, Bureau of Fashion Trends, MU. 3-7661; for Peck & Peck: Julia English Morse, PL. 8-3100. Hotel Plaza Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740, Ext. 424 or 169.	PECK & PECK; INT'L WOOL SECRETARIAT	HOTEL PLAZA TERRACE ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Sept. 11	OLDRIC ROYCE'S FALL COLLECTION FOR THE PRESS AT 3:00 P.M. (See Page 1)		
Thursday Sept. 11 4:00 P.M. Tea	FALL FABRICS AND FASHION SHOW Fashion show and tea sponsored by the Simplicity Pattern Co. presenting Fall fabrics and new pattern styles in school fashions for 1947. Attend- ance by invitation only. Contact: Kathryn Wilson, AS. 4-7570.	SIMPLICITY PATTERN CO.	HOTEL ROOSEVELT MEZZANINE
Thursday Sept. 11 8:00 P.M.	SHOWING OF SPRING COUTURE COLLECTION Showing of Grubere's collection of coats, suits, dresses, and fur models, with the emphasis on wool. This is his fifth collection of models presented for showing to designers, manufacturers and the press. Sub- scription: \$100.00 for patterns and tickets of admission. Press by invitation. Commentator and Publicity: Shirley Spaulding, Allan Meltzer and Co., PL. 3-7647.	GRUBERE	HOTEL PENNSYLVANIA GRAND BALLROOM
Friday Sept. 12 10:00 A.M. Coffee, Brioche	"THE FRENCH TOUCH": ORIGINAL PRINTS David Westheim and Charbert are simultaneously launching "The French Touch" in prints--and in perfumes. The David Westheim prints are a special mid-season group, inspired in design by remembrances of Paris, and inspired in line by Christian Dior's newest collection. By invitation only. Publicity: Stephanie Frey, Robbins and Barber, MU. 5-0863.	DAVID S. WESTHEIM	1400 BROADWAY SHOWROOM
Friday Sept. 12 1:00 P.M.- 1:30 P.M.	FASHION SHOWING BY TELEVISION "Eye for Fashion" will feature a Tula creation, and jewels by Van Cleef and Arpels. Producer: Lee Cooley of McCann-Erickson. Fashion Coordinator Lucille Hudiburg, EL. 5-3508. For tickets, contact CI. 7-8300.	SWIFT & COMPANY	WNBT CHANNEL 4
Sept. 15	FIRST DAY OF JEWISH NEW YEAR--ROSH HASHONAH (Monday)		
Monday Sept. 15 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOWING Mary Goodfellow's Fall and Winter millinery at a luncheon show. Press by invitation. Public by reservation. For reservations, contact PL. 3-4500, Ext. 123. Mary Goodfellow Publicity: Mildred Kaldor, BR. 9-9399. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	MARY GOODFELLOW	ST. REGIS HOTEL ROOF
Monday Sept. 15 1:00 P.M. Luncheon	"BETTER HOMES AND GARDENS" EXHIBIT Press luncheon at opening of Exhibit of Model Homes by "Better Homes and Gardens", and of eleven newly decorated rooms keyed to accent N.J. living. Exhibits will extend for two weeks. Press by invitation. Publicity: Marie Guthrie, Mitchell 2-8000, Ext. 474.	KRESGE-NEWARK	715 BROAD STREET NEWARK
Sept. 16	SECOND DAY OF JEWISH NEW YEAR--ROSH HASHONAH (Tuesday)		
Tuesday Sept. 16 10:30 A.M.	PRESS PREVIEW OF NEW FALL FASHIONS Bloomingdale's annual Fall and Winter fashion show in their re-decorated Green Room. By invitation only. Publicity: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S LEXINGTON & 59TH ST.	GREEN ROOM 3RD FLOOR



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Sept. 16 1:00 P.M. Luncheon	"VARIATIONS ON A THEME" MILLINERY SHOWING Eve Tartar, who has just returned from a successful millinery showing in Paris of her "Charcoal Compositions", will present originals from Paris, in addition to her new variations and interpretations. Press by invitation. Public by reservation. Contact "Jack", Cotillion Room headwaiter, RE. 4-5900. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644. Publicity: Peter McDonnell, Inc., CH. 4-8850.	EVE TARTAR (676 MADISON AVE.)	HOTEL PIERRE COTILLION ROOM
Tuesday Sept. 16 3:30 P.M.	FASHION SHOW OF KNITTED ENSEMBLES Open to public. Publicity: Marie Guthrie, Mitchell	KRESGE-NEWARK	RESTAURANT 7TH FLOOR 2-8000, Ext. 474.
Tuesday Sept. 16 4:00 P.M. Cocktails	PRESS SHOWING OF FALL MILLINERY Cesar Rubio will present his Fall Millinery Collection to the press in conjunction with Mexico's Independence Day celebration. Attendance by invitation only. Publicity: Leonard MacBain, PL. 8-2747.	CESAR RUBIO	40 EAST 50TH STREET SALON
Tuesday Sept. 16 4:00 P.M.	PRESS SHOWING OF NEW MILLINERY The Millinery Creators' Guild is presenting a collection of millinery "with the new look for the new clothes" to the fashion press. Attendance by invitation only. Publicity: Ruth Weintraub, PL. 3-2116.	MILLINERY CREATORS GUILD	HAMPSHIRE HOUSE COTTAGE
Tuesday Sept. 16 5:00 P.M. Cocktails	PRESS SHOWING OF EISENBERG ORIGINALS Presentation of the Eisenberg Fall collection to the press. Attendance by invitation only. Publicity: Lenore Benson, WI. 7-9600.	FRANKLIN SIMON	4TH FLOOR DRESS CIRCLE
Wednesday Sept. 17 11:00 A.M.; 2:30 P.M.	LECTURE ON "CHINESE BEAUTY CUSTOMS" In connection with Lentheric's promotion on Shanghai perfume, Anna May Wong, who is touring the country for the perfumer, will give her first two lectures on "Chinese Beauty Customs". After her talk, Miss Wong will illustrate the typical Chinese theatre technique by enacting a dramatic Oriental sketch. She will also make personal appearances in Stern Bros. perfume department on Tuesday, September 16. Lecture by invitation only. Contact: Jill Jessee, Lentheric, Inc., 745 Fifth Ave., PL. 3-6300.	LENTHERIC, INC. & STERN BROTHERS	HOTEL PLAZA GRAND BALLROOM
Wednesday Sept. 17 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOWING Presentation of Gunther's new fur fashions, with fashions especially designed for Gunther by Alice Orovan. Press by invitation. Public by reservation. For reservations, contact: "Jack", Cotillion Room headwaiter, RE. 4-5900. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644. Gunther Publicity: Nona James, VO. 5-3440.	GUNTHER	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 17 2:30 P.M.	PRESS PREVIEW BY NEW DESIGNER Garnett, well-known couturiere of Shanghai, the Far East, Paris, and now of New York, will open her new establishment at 47 East 51st St., and will present her collection to the press. Directrice: Bijie de Wardener. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	GARNETT	47 EAST 51ST STREET



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Wednesday Sept. 17 2:30 P.M.	SHOWING OF NEW MILLINERY FASHIONS Open to public. Publicity: B. Altman & Co., MU. 9-7000.	B. ALTMAN & CO.	3RD FLOOR
Wednesday Sept. 17 4:00 P.M.- 6:00 P.M. Cocktails	"CALIFORNIA FASHIONS ON FIFTH AVENUE" Press preview at cocktails of new fashions by California designers group, including Jean Duraine, Keneth Hopkins, Georgia Bullock, Peggy Hunt, De De Johnson, Renie, Rose Marie Reid, Barbara Brinton, Pat Premo, Connie Foster, Rosenblum, and Edith Small. Staged by Vyvyan Donner, fashion director of Movietone News. Showing promptly at 4:30 P.M. Press and trade strictly by invitation. Show will be given for the public at luncheon on September 18th and 19th for the benefit of the National Cancer Foundation. Contact: Katherine Talbot, CI. 7-2700, Ext. 321.	CALIFORNIA DESIGNERS	SHERRY-NETHERLAND VANITY FAIR ROOM
Thursday Sept. 18 9:00 A.M. Breakfast	PRESS BREAKFAST FASHION SHOWING Macy's will have their semi-annual breakfast for the fashion press in the Executive Dining Room, with a showing of new Fall and Winter fashions. Attendance strictly by invitation. Publicity: Helen Law, CH. 4-2000, Ext. 2431; or Terry Mayer, Ext. 2554.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Cancelled Sept. 18	THE FUR FASHION SHOW BY MAXIMILIAN, ORIGINALLY SCHEDULED FOR THURSDAY, SEPT. 18, AT 1:00 P.M. LUNCHEON, HAS BEEN CANCELLED.		
Thursday Sept. 18 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOWING "Designs In Millinery With Accent On You"--Fall and Winter hat fashions by Peter Bondi at a luncheon showing. Press by invitation. Public by reservation. For reservations, contact "Thomas", PL. 3-1740, Ext. 44. Peter Bondi Publicity: Phyllis Queripel, RH. 4-5409. Hotel Plaza Publicity: Dorothy King and Adele Brown, PL. 3-1740, Ext. 424.	PETER BONDI (36 WEST 58TH ST.)	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 18 2:30 P.M.	PRESS PREVIEW OF MILLINERY FASHIONS Lilly Dache will present a preview for the press of her latest millinery creations. <u>By invitation only</u> . Publicity: Eleanor Lambert, PL. 5-8580.	LILLY DACHE	78 EAST 56TH STREET PENTHOUSE
Cancelled Sept. 18	THE PRESS PREVIEW OF FRANK BROTHERS NEW BUILDING, ORIGINALLY SCHEDULED FOR THURSDAY, SEPT. 18, 4:00 P.M., HAS BEEN POSTPONED. NEW DATE LATER.		
Thursday Sept. 18 5:00 P.M. Cocktails	PRESS PARTY TO INTRODUCE NEW PARFUM Parfums Corday will introduce <u>Fame</u> --"the parfum no woman or man will ever forget." By invitation only. Publicity: Edith Steiger, CI. 6-5667.	PARFUMS CORDAY	GOTHAM HOTEL BALLROOM
Sept. 20	NAT'L NOTION WEEK (Sept. 20-Sept. 27). Contact: George Pounder, LE. 2-4455.		
Monday Sept. 22 1:00 P.M. Luncheon	FALL AND WINTER FASHION SHOWING Annual Fall Fashion Showing of Spectator Sports, Town and Junior Clothes. Press by invitation. Public by reservation. For reservations, contact PL. 3-4500, Ext. 123. De Pinna Publicity: Dorothy Coburn, VO. 5-4800. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	DE PINNA	ST. REGIS HOTEL ROOF



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Monday Sept. 22 3:00 P.M.	PRESS PREVIEW: OPENING OF NEW BUILDING Esther Dorothy will have a preview showing of her new fur collection and formal opening of her new building. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	ESTHER DOROTHY	68 EAST 56TH STREET
Monday Sept. 22- Sept. 23 3:30 P.M.	CHINESE FASHIONS IN SHOWING Shanghai-Kresge-Newark fashion show given in cooperation with Lenthéric in the Thimbleberry Room Restaurant. Anna May Wong will appear in the fashion showing and also do a commentary on Chinese fashions and customs. Press invited. Publicity: Marie Guthrie, Mitchell 2-8000, Ext. 474.	KRESGE-NEWARK; LENTHERIC	RESTAURANT 7TH FLOOR
Sept. 22	NAT'L SWEATER WEEK (Sept. 22-Sept. 27). Publ.: Martin Stern, VA. 6-0543.		
Tuesday Sept. 23 12:30 P.M. Luncheon	SHOWING OF EDDIE RUBENSTEIN ORIGINALS Debut luncheon at 1-2-3 Club with showing of junior-sized holiday clothes designed by Eddie Rubenstein of Crestlee, Inc. The dresses will be available at Saks Fifth Avenue. Press by invitation. Public by reservation. For reservations, contact "Joseph", headwaiter at 1-2-3 Club, PL. 9-9131. Eddie Rubenstein Publicity: Sara Fox, Inc., MU. 3-6526. 1-2-3 Club Publicity: Dorothy Ross, BR. 9-5906.	EDDIE RUBENSTEIN OF CRESTLEE, INC.	1-2-3 CLUB 123 EAST 54TH STREET
Tuesday Sept. 23 3:00 P.M.	PRESS SHOWING OF NEW FASHIONS Presentation of custom-order and ready-to-wear originals by Jonai, including street, evening and dinner clothes, coats and suits. Attendance by invitation only. Contact: Milton Cline, Jonai, Inc., PL. 5-3500.	JONAI, INC.	408 PARK AVENUE SALON
Tuesday Sept. 23 4:00 P.M.	PRESS SHOWING OF NEW HOSIERY FASHIONS Winter fashions in hosiery will be presented by Gotham at a preview for the press. Attendance by invitation only. Publicity: Eleanor Lambert, PL. 5-8580.	GOTHAM HOSIERY	RITZ-CARLTON HOTEL BALLROOM
Sept. 24	JEWISH DAY OF ATONEMENT - YOM KIPPUR (Wednesday).		
Wednesday Sept. 24 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOWING First fashion show in this country by Lili Spinola, presenting custom-made afternoon and evening dresses and suits, emphasizing the dressy costume which can still be conservative and practical. Press by invitation. Public by reservation. For reservations, contact "Jack", Cotillion Room headwaiter, RE. 4-5900. Contact: Lili Spinola, EL. 5-3910. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644.	LILI SPINOLA (222 EAST 49TH ST.)	HOTEL PIERRE COTILLION ROOM
Wednesday Sept. 24 1:00 P.M. Luncheon	FASHION SHOWING OF MILLINERY AND DRESSES Luncheon showing of new millinery and dresses by Maretta Feeley. Press by invitation. Public by reservation. For reservations contact "Frank", headwaiter, EL. 5-3000. Contact: Maretta Feeley, PL. 5-6183. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	MARETTA FEELEY (6 EAST 53 ST.)	WALDORF-ASTORIA STARLIGHT ROOF



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 25 12:30 P.M. Luncheon	PRESS SHOWING OF CUSTOM MILLINERY Saks Fifth Avenue will present their new custom-order millinery collection to the press. By invitation only. Publicity: Helen Kauper, PL. 3-4000.	SAKS FIFTH AVENUE	ST. REGIS HOTEL PRIVATE SUITE
Thursday Sept. 25 1:00 P.M. Luncheon	CUSTOM-MADE FASHIONS AT LUNCHEON SHOWING Renel of Paris will present a luncheon showing of original suits, coats, dresses for Fall and Winter. Press by invitation. Public by reservation. For reservations, contact "Thomas", PL. 3-1740, Ext. 44. Contact: Mr. Renel, RH. 4-5656. Plaza Fashion Publicity: Dorothy King or Adele Brown, PL. 3-1740, Ext. 424 or 169.	RENEL OF PARIS (751 MADISON AVE.)	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 25 7:30 P.M. Supper	PRESS SUPPER TO INTRODUCE NEW COLORS Unveiling of Maurice Rentner's color gallery and new fashions at a buffet supper for the beauty press. Attendance by invitation only. Publicity: Fredy Schey, LA. 4-6968.	MAURICE RENTNER	498 SEVENTH AVENUE SHOWROOMS
Monday Sept. 29 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOWING Custom-made and ready-to-wear fashions by Peggy Roth. Press by invitation. Public by reservation. Contact: Peggy Roth, PL. 8-2904. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	PEGGY ROTH (400 PARK AVE.)	ST. REGIS HOTEL ROOF
Tuesday Sept. 30 10:00 A.M. Breakfast	PRESS SHOWING OF NEW FUR COLLECTION Alfred Rainer will present his newest furs to the press during breakfast. Attendance by invitation only. Publicity: Mary Alice Rice, CI. 6-1790.	ALFRED RAINER	17 EAST 55TH STREET SALON
Tuesday Sept. 30 4:00 P.M.	ANNUAL "PINK CHAMPAGNE" PARTY Press preview at Russek's annual "Pink Champagne" party of their new Design Studio Fur Collection, created by Ralph Marano. Attendance by invitation only. Publicity: Helen Moran, WI. 7-1900.	RUSSEKS FIFTH AVENUE	5TH AVE. & 36TH ST.
Tuesday Sept. 30 4:00 P.M. Cocktails	PRESS PREVIEW: CRUISE AND RESORT CLOTHES Bestlyne will present their new Reelpoise beach and play fashions for cruise and resort wear, at a cocktail party for the press. By invitation only. Publicity: Sherry Kieran, MU. 5-7511.	BESTLYNE COMPANY	HAMPSHIRE HOUSE COTTAGE
Wednesday October 1 1:00 P.M. Luncheon	LUNCHEON SHOWING OF NEW FASHIONS The Tailored Woman will present new fashions at a luncheon showing. Press by invitation. Public by reservation. For reservations, contact "Frank", headwaiter, EL. 5-3000. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	THE TAILORED WOMAN	WALDORF-ASTORIA STARLIGHT ROOF
Wednesday October 1 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW Showing of Fall and Winter millinery by Leora Creations (formerly House of Cesar) during luncheon. Press by invitation. Public by reservations. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644.	LEORA CREATIONS (30 EAST 54TH ST.)	HOTEL PIERRE COTILLION ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday October 2 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOWING Presentation of Dein-Bacher's 1948 fur collection during luncheon. (Opening of the Sert Room with a special Thursday luncheon fashion presentation, to be followed by regular Wednesday shows.) Press by invitation. Public by reservation. For reservations, contact "Frank", headwaiter, EL. 5-3000. Dein-Bacher Contact: Miss Courtney, PL. 9-5913. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA SERT ROOM
Thursday October 2 4:00 P.M. Cocktails	PRESS PREVIEW: CRUISE AND RESORT WEAR Sun-Surf Modes presents its new line of play fashions for the cruise and resort season, at a cocktail party for the press. Attendance by invitation only. Publicity: Anita Pine, BR. 9-9350.	SUN-SURF MODES	HAMPSHIRE HOUSE COTTAGE
Monday October 6 1:00 P.M. Luncheon	TALL GIRLS' FASHIONS AT LUNCHEON SHOWING Fall and Winter fashions will be presented by Peg Newton--"the tall gals' haven". Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Peg Newton Publicity: Maxine Joyce, Jack Goehring, CH. 4-7658. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	PEG NEWTON	ST. REGIS HOTEL ROOF
Monday October 6 4:00 P.M.	PRESS SHOWING OF WINTER FURS Ackerman-Blatt will present a showing of their new Winter furs to the press. Attendance by invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	ACKERMAN-BLATT	60 EAST 56TH STREET SALON
Beginning Monday October 6	OPENING OF RESORT AND SPRING LINES Presentation of the only lines to be shown by member firms for the entire Spring and Resort Season. (Fall lines were shown in May, and Summer merchandise will be presented in February). Members who will show their lines include: <u>Monday, October 6</u> SPORTCRAFT STAR-MAID DRESSES <u>Tuesday, October 7</u> ADLER & ADLER KANE-WEILL, INC. Contact individual manufacturers.	SPORTSWEAR GUILD	INDIVIDUAL NEW YORK SHOWROOMS <u>Wednesday, October 8</u> DAVIDOW DAVID M. GOODSTEIN MUTUAL-ROSENBLOOM CO. <u>Thursday, October 9</u> CHARLES M. NUDELMAN ZOLTAN-ROSENBERG
Tuesday October 7 9:00 A.M. Breakfast	PRESENTATION OF RESORT COLLECTION Margaret Newman's Resort Collection will be shown to press and buyers. Hats by Walter Florell; bags and shoes by Clair Kennedy. Attendance by invitation only. Publicity: Charlotte Parker, CI. 7-8060.	MARGARET NEWMAN ORIGINALS (MIAMI, FLA.)	HOTEL PIERRE COTILLION ROOM
Tuesday October 7 4:00 P.M.- 6:00 P.M. Cocktails	RESORT COLLECTION AT COCKTAIL SHOWING Frances Sider will present her resort collection of playclothes, blouses and bathing suits. For press and trade, by invitation only. Contact: Ann Rabin, BR. 9-3790.	FRANCES SIDER	HOTEL PLAZA TERRACE ROOM



MUSIC...THEATRE...MOVIES...NIGHT SPOTS

- Friday  
Sept. 5      PREMIERE: "DARK PASSAGE" (Movie) STRAND THEATRE    B'WAY & 47TH STREET  
Warner Brothers drama about a jailbreak from San Quentin involving two people. Featured are Humphrey Bogart and Lauren Bacall. Supporting cast includes Bruce Bennett, Agnes Moorehead and Tom D'Andrea. Producer: Jerry Wald. Director: Delmer Daves. Costumes: Bernard Newman. Publicity: Eve Siegel, CI. 6-1000.
- Sunday  
Sept. 7-      BALLET RUSSE DE MONTE CARLO      N. Y. CITY CENTER, 131 WEST 55TH STREET  
Sept. 13      Ballet Foundation presents the Ballet Russe de Monte Carlo, with Frederic Franklin, Alexandra Danilova, Nathalie Krassovska, Ruthanna Boris, Mary Ellen Moylan, Leon Danielian, Michel Katcharoff, and Nikita Talin.  
Sunday Eve., Sept. 7: BALLET IMPERIAL, MADRONOS, BLUE BIRD, BLUE DANUBE.  
Tuesday Eve., Sept. 9: SWAN LAKE, MADRONOS, THE NUTCRACKER.  
Wednesday Eve., Sept. 10: BAISER DE LA FEE, CIRQUE DE DEUX, NIGHT SHADOW.  
Thursday Mat., Sept. 11: SWAN LAKE, THE NUTCRACKER, LE BEAU DANUBE.  
Friday Eve., Sept. 12: CONCERTO BAROCCO, LOLA MONTEZ, PAS DE DEUX.  
Publicity: Margaret Hornyak, CI. 7-5911.
- Thursday  
Sept. 11      PREMIERE: "DOWN TO EARTH" (Movie) RADIO CITY MUSIC HALL, 6TH AVE. & 50TH ST.  
Columbia Pictures' Technicolor musical about a visit of the goddess Terpsichore to earth, with Rita Hayworth, Larry Parks, Marc Platt, James Gleason and Edward Everett Horton. Producer: Don Hartman. Director: Alexander Hall. Costumes: Jean-Louis. Publ.: Hortense Schorr, CI. 5-5000.
- Saturday  
Sept. 20      OPENING: "HOW I WONDER"      HUDSON THEATRE, 44 EAST OF BROADWAY  
Garson Kanin and Ruth Gordon, in association with Victor Samrock and William Fields, present Donald Ogden Stewart's new play. Raymond Massey stars with cast including Carol Goodner, Everett Sloane, Meg Mundy, Wyrley Birch. Director: Garson Kanin. Settings: Donald Oenslager. Costumes: Helene Pons. Publicity: William Fields, CI. 5-7930.
- Wednesday  
Sept. 24-      WORLD'S CHAMPION RODEO      MADISON SQUARE GARDEN, 50TH STREET & 8TH AVE.  
Oct. 26      World's Champion Rodeo with Gene Autry and his horse, Champion, in person  
Prices: \$1.75-\$6.00 (tax included). Publicity: Frank Moore, CO. 5-6800.
- Wednesday  
Sept. 25      OPENING: "I GOTTA GET OUT"      EMPIRE THEATRE      1430 BROADWAY  
Herbert H. Harris and Lester Meyer present a rollicking comedy against the background of a racetrack. The cast includes David Burns, Hazel Dawn, Reed Brown and Peggy Maley. Directed by Joseph Fields. Settings by Raymond Sovey. Publicity: Richard Maney, WI. 7-6939.
- Saturday  
Sept. 27      OPENING: "OUR LAN'"      ROYALE THEATRE, 45TH ST. WEST OF BROADWAY  
The Theatre Guild presents Eddie Dowling and Louis J. Singer's production of "Our Lan'" by Theodore Ward. Featured are Richard Angarola, Muriel Smith, William Veasey, Julie Haydon. Directed by Eddie Dowling and Edward R. Mitchell. Settings: Ralph Alswang. Publ.: Sol Jacobson, CH. 4-7465.
- Tuesday  
Oct. 1      OPENING: "COMMAND DECISION"      FULTON THEATRE      210 WEST 46TH ST.  
Kermit Bloomgarden presents a drama based on the best selling novel about an Air Force general and the obstacles he encounters in wiping out jet plane manufacture in Germany. Featured are Paul Kelly, Jay Fasset and Paul McGrath. Directed by John O'Shaughnessy. Settings by Jo Mielziner. Publicity: Richard Maney, WI. 7-6939.